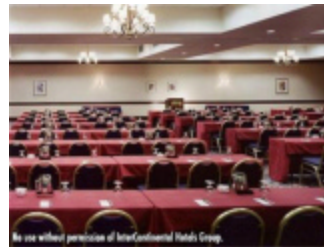




The Crowne Plaza Richmond Downtown is a hotel which also provides meetings, events and catering services. The hotel is engaged in greening to minimize their impact on the environment for the future.



GREEN ACTIVITIES

☒ **Optional Linen Service.** Virginia Green Lodging facilities must have some sort of system in place that allows guests to not have their sheets and towels changed every day. This facility pledges that they:

- Change linens only upon request
- Train house cleaners on process for optional linen service
- Purchase water and energy efficient washers and dryers
- Minimize use of bleach and chlorinated chemicals
- Use environmentally-friendly laundry

☒ **Recycling and Waste Reduction.** Virginia Green Lodging facilities must recycle and are highly encouraged to maintain a comprehensive recycling program. This facility pledges that they:

- Recycle: glass bottles, plastic bottles, aluminum cans, office paper, cardboard, fluorescent lamps, batteries, electronic equipment
- Track overall solid waste costs

Kitchen (or meetings/events)

- Recycle fryer grease and/or filter grease prior to recycling
- Donate excess food from events
- Have an effective food inventory control to minimize waste

Dining room (or meetings/events)

- Use reusable dishware and glassware and minimize use of disposables

- Use water pitchers to minimize the use of single-use bottles

Restrooms

- Use bulk soap dispensers in public restrooms

Office

- Use a last-in/first-out inventory and effective labeling system
- Encourage suppliers to minimize packaging and other waste materials
- Purchase from vendors and service providers with a commitment to the environment
- Make double-sided photocopies and avoid making extra photocopies
- Use electronic correspondence and forms when possible

Building and grounds

- Purchase durable equipment and furniture
- Use reused building materials or those from sustainable sources
- Perform preventative maintenance on all appliances, HVAC systems, plumbing, and vehicles
- Use less toxic materials
- Minimize use of pesticides and herbicides in landscaping



Water Conservation. The facility must have a plan for conserving water that should consider plumbing modifications and landscaping. This facility pledges that they:

Activities indoors

- Perform preventative maintenance to stop drips and leaks

Activities outdoors

- Have an effective landscape management plan which utilizes native species, metering and rain gauges, and minimizes lawn areas



Energy Conservation. The facility must have a plan in place that encourages replacement of lighting and equipment to energy-efficient alternatives. This facility pledges that they:

- Track overall energy bills

Heating and cooling

- Have individual thermostats for each room/area
- Have installed thermal-rated windows and insulation
- Regularly perform preventative maintenance on HVAC system

Lighting

- Use natural lighting
- Use lighting sensors to turn on/off lights
- Have installed compact fluorescent light bulbs in all rooms and in canned lighting
- Have installed directional (downward-facing) lighting in parking areas and other outdoor areas

Appliances and electronic devices

- Use ENERGY STAR qualified appliances (commercial kitchens, heating and cooling, consumer electronics)



Green Events Package. The facility must offer a "green" or "environmentally-friendly" package for conferences, meetings and other events. Even if the facility only

offers occasional, small events, at least recycling will be provided. This facility pledges that they:

- Promote the availability of "green meetings/conferences" in marketing packages

For more information on **Crowne Plaza Richmond Downtown**, see crowneplaza.com or contact C. Scott Jones at sjones@smi-hotelgroup.com or (804) 788-0900.

Virginia Green is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. *Virginia Green* is supported through a partnership between the Virginia Department of Environmental Quality, the Virginia Hospitality & Travel Association, and the Virginia Tourism Corporation. The program has established "core activities" specific to each sector of tourism; these practices are the minimum requirements for participation in the program, but encourages participants to reduce their environmental impacts in all aspects of their operations. **Virginia Green Partners** are committing to help support the program and encourage their customers to join or do business with Virginia Green-certified participants. Although not necessarily tourism facilities themselves, Partners are expected to practice green activities in their own facilities as well. For more information on **Virginia Green**, see <http://www.deq.state.va.us/p2/virginiagreen/homepage.html> or go to www.virginiagreentravel.org.

